

APPENDIX 1
OLMC CONSULTATION REPORT

APPENDIX 1 - 2013–2014 ANNUAL REPORT FORMAL CONSULTATIONS WITH OLMCs CBC/RADIO-CANADA ENGLISH SERVICES

Introduction

As of September 1, 2013, CBC/Radio-Canada has been required under condition of licence to “hold a formal consultation at least once every two years with official language minority communities (OLMCs) located in each of the regions of Atlantic Canada, Ontario, Western Canada, the North and Quebec to discuss issues that affect their development and vitality. For the French-language services, the relevant regions are Atlantic Canada, Ontario, Western Canada and the North. For the English-language services the relevant region is Quebec. Consultations shall include independent producers from OLMCs. The licensee shall report annually on consultations that took place that year and demonstrate how feedback from the consultations was taken into consideration in the Corporation’s decision making process.”

The first formal consultation is scheduled for February 17, 2015. The Corporation will report on this consultation in the 2014-15 annual report to be filed November 30, 2015.

During the first year of the current licence term, CBC has conducted two telephone surveys, in November 2013 and in March 2014, on the OLMC audience perception of the CBC’s television and radio programming. The results of this survey, also filed today with the CRTC, are very positive.

We would like to point out that formal consultations are not the only opportunity for discussion and consultation with OLMCs regarding the Corporation’s English-language services. Our strategy is to keep the dialogue going and strengthen ties with the various organizations and associations representing Quebec’s English-speaking communities. The following are examples of this on-going dialogue. While we recognize that some of these consultations commenced prior to the 2013-2014 broadcast year, we believe it is important to include them in this report, to demonstrate the Corporation’s on-going outreach to Quebec English-speaking communities.

Community Outreach and Partnerships

Quebec Community Groups Network (QCGN) Community Leaders Meeting

On April 24, 2013 Shelagh Kinch, Managing Directors invited QCGN Community Leaders into CBC Montreal to discuss our programming and services. Attendees: Quebec Anglophone Heritage Network, Youth Employment Services (YES), Quebec Federation of Home and School, 4 Korner Resource Centre (Laurentians), Community Economic Development and Employability Corporation (CEDEC). Tangible Results: Debbie Hynes, Communications

Manager conducted two workshops for members: “How to Pitch to Media” to QCGN members on June 15 and to Community Learning Centre members (CLC) on October 24, 2013.

Canada 150/2017 STARTS NOW Conferences

CBC/Radio-Canada, VIA Rail Canada and Community Foundations of Canada, in collaboration with a number of leading organizations across the country, organized a conference series to spark a national conversation about Canada’s upcoming 150th anniversary. As part of the CBC/Radio-Canada initiative, 10 members from the English-language community in Montreal were invited to participate in this conference on May 8, 2013 representing: Quebec Community Groups Network (QCGN), Quebec Drama Federation, Commissioner of Official Languages, Quebec Writers’ Federation (QWF), Quebec Federation of Home and School Associations, Black Theatre Workshop, and TransCanada Corporation. This resulted in ongoing discussions with organizations on how we will participate and potentially partner in 2017 including Quebec Community Groups Network who is developing a series of youth forums.

Burgundy Jazz

CBC Music.ca and Espace.mu partnered with Catbird Productions to present Burgundy Jazz an interactive documentary about Montreal’s black community and its incredible contribution to Jazz history - <http://music.cbc.ca/#/Burgundy-Jazz>. In June, 2013, Stanley Péan, from the radio show *Quand le jazz est là...* (Espace musique) and Sonali Karnick of *All in a Weekend* (CBC Radio One) co-hosted a Burgundy Jazz Cabaret in Little Burgundy community featuring vaudeville-style performances, including jazz legends Norman Marshall Villeneuve, Glenn Bradley and Billy Georgette, in addition to a projection of capsules from the web documentary, and DJ Andy Williams from *Jazz Amnesty Sound System*. Other partners included Radio-Canada, the Canada Media Fund, the Mobile Media Lab at Concordia University; Montreal International Jazz Festival, Arrondissement Sud-Ouest, Georges Vanier Cultural Centre, Corona Theatre, Quartier du Canal, L’Autre Montréal, and Véhicule Press.

CBC Montreal Do Crew

In June 2013, CBC Montreal created an outreach program dedicated to helping community organizations, connecting CBC hosts and personalities with the community and giving our audience members an opportunity to give back. Since then, we have worked alongside over 250 volunteers and 15 different community groups from across the island — groups looking for a little bit of help cleaning up their community centre, lifting boxes, folding clothes and delivering meals to those in need. The Do Crew continues to be a very successful, grassroots way to connect with English-speaking Quebecers.

POP Montréal

In September 2013, CBC Montreal partnered with the independent festival dedicated to supporting and promoting local music artists. As part of our partnership: CBC Radio Q

broadcast live from Montreal, Quebec, highlighting local artists; CBC Montreal recorded three artist symposiums for *Cinq à Six* and CBC Music.ca; and CBC Music and Espace.mu recorded *Ondes* with Patrick Watson (in French only). In 2014, as part of our on-going relationship with POP Montreal, CBC Music broadcast a special free live stream of the Stars performing at Breakglass Studio. We also highlighted local artists on our live blog at cbc.ca/montreal.

Municipal Election

During the 2013 Municipal Election CBC Montreal partnered with McGill University to host a live municipal mayoral candidates' debate. Attended by over 250 English-speaking Montrealers and moderated by CBC News's Andrew Chang, it was the first public English debate to include all four candidates. The community was also asked to submit questions in advance for the candidates that helped inform the questions asked during the debate. The debate was broadcast live on CBC Television, Radio One and streamed at cbc.ca/montreal. CBC also produced an interactive Street Politics map (streetpolitics.cbc.ca), and asked English-speaking Quebecers to tell us what needed to change in their neighbourhoods to win their vote. CBC Montreal worked to get the candidates on the record, responding to questions and featured the audience stories throughout our election coverage. During the provincial election, CBC Montreal's Daybreak also broadcast live on location from Pointe Claire, NDG and Mile End, three key English-speaking neighbourhoods and covered the issues in those communities.

CBC Christmas Sing-In

CBC Montreal organizes this annual charity drive to raise awareness and funds for organizations in Quebec, particularly targeting the English-language minority community. In 2013 year we raised over \$26,000 for Project PAL (<http://www.project-pal.com/>) a bilingual resource centre for people living with mental health challenges. We partnered with the Church of St Andrew and St Paul and Musée des Beaux Arts to host an all-day remote on mental health and also an annual concert. From Angela Murphy, Coordinator, Project PAL: *"Wow! That was truly amazing. The Sing-In was so wonderful, I will never miss this event again! We are more grateful than I can convey and have enjoyed every moment of this collaboration with you."* For our 35th year, we are again partnering with the Church of St Andrew and St Paul and Musée des Beaux Arts in supporting the NDG Food Depot, an organization dedicated to food and food security in English-speaking neighbourhoods (NDG/Cote des Neiges, LaSalle, Verdun, Lachine, St Raymond, St. Henri).

Partnership with the Jeffrey Hale 17th Annual Community Hamper Campaign

In Quebec City, QC, our partnership helped to fill 200 Christmas hampers that were delivered to English-speaking households in the Quebec City region. We worked with the Central Quebec School Board. The class collecting the most donations received a special visit and breakfast with radio host Susan Campbell, broadcast live on Quebec AM. From Ed Sweeney, Central Quebec School Board: *"Thank you on behalf of the Christmas Hamper Campaign. Your extra input and involvement made this year's campaign a little extra special...The Central Quebec*

School Board and the English Community is well served by your efforts and we thank you for what you have done in the past and in advance for all that you will do in the year 2014. CBC Quebec will be continuing this partnership in 2014 and is planning a day of programming as part of our involvement in the Hamper Drive.

Canada Reads

On February 26, 2014, *Homerun* radio show host Sue Smith and her team broadcast live from Indigo Books with Donovan Bailey. The Olympic champion defended the book *Half-Blood Blues* by Esi Edugyan in this year's Canada Reads competition. During the show, we looked at Montreal's special relationship with jazz and examined issues around identity and race with members of Montreal's black community.

Youth and Business Stakeholder Breakfast

On March 26, 2014, Shelagh Kinch conducted a 90-minute consultation with members of the youth and business community in the English-language community of Montreal to discuss CBC's role and get feedback. Attendees included: Monkland Merchants Association, West Island Community Shares, Agence Ometz, Notman House, Channel Mohawk TV, Youth Fusion, Unbounce and Nimonik. Some of the learning from this meeting helped inform our decision to partner with the International Start-up Festival in Montreal (see below for further details).

Working Group on Arts, Culture and Heritage with the English-speaking Communities of Quebec

Debbie Hynes, Communications Manager, and Meredith Dellandrea, Program Manager, Arts and Culture, attended this session on March 31, 2014. This tripartite initiative between the English-speaking communities' Arts, Culture and Heritage Sector; the Interdepartmental Relations and Accountability Directorate; and the Quebec Regional Office of Canadian Heritage aims to provide an opportunity to strengthen cooperation between the English-speaking communities of Quebec and key federal institutions involved in the Arts, Culture and Heritage Sector. It is part of ongoing efforts to promote and encourage a coordinated approach among federal institutions and the English-speaking Communities of Quebec. Tangible results: Meredith Dellandrea has participated in sub-group committee work on public engagement from an artist and business approach. Debbie Hynes, Communications Manager and Meredith Dellandrea, Program Manager, Arts & Culture conducted "Getting Media Attention" workshop to 15 ELAN members. ELAN identified this as a need for its members. <http://elanartsblog.tumblr.com/post/78682602842/getting-media-attention>. Here's coverage on one of the artist who attended, <http://www.cbc.ca/quebecam/arts-culture/2014/03/17/the-gaspe-peninsula-land-on-the-edge-of-time/index.html#.UysIRPpdZL4.twitter>. Future workshops are planned for January 2015.

Blue Metropolis Literary Festival

From April 30 to May 3, 2014, CBC Radio One (88.5 FM in Montreal) and ICI Radio-Canada Première (95.1 FM in Montreal) invited festival-goers to attend CBC Blue Literary Series/Serie Littéraire Radio-Canada, a cluster of events and conversations with host and authors Pénélope McQuade with Kim Thúy, Shelagh Rogers with Montrealer Heather O'Neill and René Homier-Roy with French author David Foenkinos. Michael Enright sat down with Richard Ford, Eleanor Wachtel chatted with Luis Alberto Urrea, and Paul Kennedy hosted the round-table discussion "Historical Montreal" alongside authors Mark Laborato, Susan Doherty, and Elaine Kalmann Naves. CBC host Jeanette Kelly did a special edition of her show *Cinq à Six*, on the theme of "Women writing trauma, writing survival." Finally, an exclusive opportunity – at the Espresso Break public author reading, the Anglophone Jane Eaton Hamiton (for *Smiley*) and Francophone Saral Desrosiers (for *Une entrefilet*) recipients of the CBC Short Story Prize and Prix de la nouvelle Radio-Canada were revealed to festival-goers.

Reel Canada National Canadian Film Day - Heritage High School

The province's largest English high school took part in National Film Day on April 29, 2014. CBC News host Debra Arbec and All in a Weekend's Sonali Karnick MCed the day, facilitated and participated in the Q&A with students talking about the film and Canadian cinema.

Concordia University's Digital Journalism Class

Côte-des-Neiges Chronicles was a collaboration between CBC Montreal and the diploma program of the Department of Journalism at Concordia University where students were asked to pitch, research and produce multimedia features for their online class and also for cbc.ca/montreal.

The result was a wide-ranging look at the history of Côte-des-Neiges, its key attractions and the individuals and communities that make up one of Montreal's more diverse neighbourhoods. The final work was posted as a student journalism web feature April 29, 2014 and counted toward the students' final grade. <http://www.cbc.ca/montreal/features/cote-des-neiges-chronicles/>

CEDEC "Love Your Local Business" Contest

CBC partnered with the CEDEC campaign and awards targeting small and mid-size businesses in Quebec. The CEDEC works mainly, but not exclusively, with Quebec's English-speaking audiences. The winning business received commercial time on CBC Television for 4 weeks. Dianne Buckner, host of *Dragons' Den*, emceed the evening. Through this partnership, we have made a commitment to ongoing consultation. Unfortunately, CEDEC will not be holding the awards in 2015. Nevertheless, we are already begun discussions on new partnership ideas for 2015.

Rencontre Internationales du Documentaire de Montréal (RIDM) Cuban Hat “Best English Documentary Pitch”

CBC partnered with Doc Circuit Montréal as part of the third edition of the Cuban Hat Pitch in collaboration with the Cuban Hat Project. The competition, which is open to all Canadians, gives filmmakers the opportunity to benefit from crowd funding, win numerous prizes in both cash and services, and build a community of interest around their project. CBC Montreal’s prize of a professional development day was awarded to Kalina Bertin whose film “Manic” is scheduled for production in late 2014. For the second year in a row, CBC Documentary channel also sponsored the “People’s Choice Award” in November 2014.

QWF, Véhicule Press and Maisonneuve Magazine

The partnership with CBC Quebec provides emerging and established English-speaking writers with a platform to launch, celebrate and promote their work. The CBC Quebec Short Story Competition awards short fiction writers with prizes, publication and recognition. Since the competition began, it has celebrated more than 150 English writers. 2014 gala and awards took place on November 18 and Jeanette Kelly, host of *Cinq a Six* was one of the MCs for the evening.

FIFA World Cup/Soccer Nation

On June 28, 2014 CBC Montreal held Soccer Nation at the parking lot at 3535 boul St-Laurent (North of Sherbrooke), one of 7 events happening across Canada celebrating the beautiful game. A family-friendly bilingual event featured games, activities and a live broadcast of the Brazil vs. Chile and Colombia vs. Uruguay Round of 16 matches from 2014 FIFA World Cup Brazil. CBC Montreal's Frank Cavallaro and Doug Gelevan were on-site to welcome fans to the event.

International Start-up Festival

During this year’s Festival from July 9-12, 2014, CBC Montreal conducted Media Pitch sessions with nearly 50 young entrepreneurs from Montreal and across Canada and networked with 100s of others. The goal was help young entrepreneurs refine their media pitch and to hear their stories. The best pitch over 2-days was interviewed on CBC Homerun, CBC TV and cbc.ca/montreal. Since the Festival, CBC has connected with several members of the start-up business community and have been highlighted on our tech panel. The workshops were “sold out” and had waiting lists on both days. Here’s a link to the winning pitch:

<http://www.cbc.ca/m/touch/canada/montreal/story/1.2704844>. We plan to partner with International Start-up Festival again in 2015.

CBC annual partnership with the Townships Association

The Townships Association is a non-profit community organization representing 42,000 members of the English-speaking community of the historical Eastern Townships. 2014 marked the 35th annual Townships Days and CBC was again the media partner for the event in Coaticook, QC. Quebec AM's Susan Campbell MCed the day's activities as well as conducted a meet and greet.

Programming Initiatives

Quebec English-language Production Council (QEPC)

Shelagh Kinch, Managing Director, met with Kirwan Cox, Arnie Gelbart, Jeremy Spry and Gary Saxe to discuss CRTC's condition of licence and how it relates to Quebec English-language production. QEPC wanted to better understand the new licence decision, how to pitch and who to pitch. Tangible Result: On February 18, 2014, Sally Catto, Executive Director, Commissioned & Scripted Programming; Michelle Daly, Senior Director, Comedy; and Helen Asimakis, Senior Director, Drama met with 20 local independent producers in Montreal. They conducted a 1-hour Q&A followed by a 1-hour individual pitch session. Kenneth Hirsch's **Extraordinary Canadians** has been green lit and is currently in development. It will air on both CBC Television and the *documentary* channel. Extraordinary Canadians was originally pitched at this meeting.

Commissioned & Scripted Programming - Comedy & Drama

The Comedy Department has recently commissioned Specials from Just for Laughs. Michelle Daly, Senior Director of Comedy, attended the Just for Laughs Festival in July 2014 and while there attended individual producer meetings. She also participated in a one-hour pitch session and a panel session on comedy in Canada at the Festival. On August 27 2014, Michelle also attended a meet and greet with Quebec content creators to discuss CBC's ComedyCoup, a new online initiative CBC was launching in association with CineCoup. Approximately 10% of the teams who entered the development accelerator program were from the Province of Quebec.

The Drama Department currently has 3 one-hour drama series; 1 one-hour family series; 2 movies and 1 six-part limited series in development with Quebec-based producers.

CBC is also involved as the exclusive Canadian broadcast partner of Lift-Off Films production of the new English language science fiction series **Ascension**, which recently completed principal photography in Montreal.

CBC Documentary Unit

CBC has recently commissioned production of Roch Brunette's hour-long documentary for The Nature of Things called **Trapped in a Human Zoo** as well as the production of a two-hour Doc Zone special with the working title **Newfoundland Armageddon**, co-produced by Quebec-based Galafilm and Newfoundland producer Morag Loves Company. CBC is also supporting development of a documentary **Every Breath We Take** with Quebec producer Ideacom.

Unscripted Content

A comedic improv "sitcom" format is currently in development with a Montreal-based production company. It combines improv comedy with a sitcom feeling. Using a headset, the director guides each comedian with individual instructions that are unknown to the other cast members. The reaction of the others to a character's cue provides much of the comedy. There is a rotating variety of guests and the audience is kept aware of the hidden dialogue, which is flashed on screen and in the studio.

In addition, a talk show format is currently in development with a Montreal-based production company for production in English Canada. The weekly popular entertainment talk-show/event is a celebration of entertaining and intelligent conversation with the people that everyone is talking about that week. Guests run the gamut from politics to the arts, business, sports, politics and entertainment: virtually anyone who has made their mark either that week or in their lifetimes.

As illustrated above, CBC's outreach is extended to English-language cultural organizations, associations and communities as well as the independent production sector in Quebec. All of these initiatives strengthen our ties with the various organizations and associations representing Quebec's English-speaking communities and demonstrate our commitment to the communities we serve.